

IN THE CLAIMS

1. (currently amended) A transmitting apparatus, comprising:

a plurality of audio channel material supplying means for supplying a plurality of audio broadcast materials of audio digital data;

data supplying means for supplying digital data for an audio information screen corresponding to a transmitted audio broadcast, said digital data including interactive GUI data used to generate an interactive on-screen display to allow interaction between the user and the display;

download audio data supplying means for supplying download audio data compressed in a predetermined compressing format;

multiplexing means for multiplexing the audio digital data of the plurality of audio broadcasts, the digital data for the audio information screen corresponding to the transmitted audio broadcast, and the download audio data to form multiplexed data having an audio broadcast component, a digital data component for audio information screen, and a download audio data component; and

transmitting means for ~~repeatedly~~ transmitting the multiplexed data, such that each of the audio broadcast component, the digital data component, and the download audio data component is transmitted completely at least twice within a program period.

2. (currently amended) A transmitting method, comprising:

supplying a plurality of audio broadcast materials of audio digital data, digital data for an audio information screen corresponding to a transmitted audio broadcast, said digital data including interactive GUI data used to generate an

interactive on-screen display to allow interaction between the user and the display, and download audio data of audio data compressed in a predetermined compressing format;

multiplexing the audio digital data of the plurality of audio broadcasts, the digital data for the audio information screen corresponding to the transmitted audio broadcast, and the download audio data of the audio data compressed in the predetermined compressing format to form multiplexed data having an audio broadcast component, a digital data component for audio information screen, and a download audio data component; and

~~repeatedly~~ transmitting the multiplexed data, such that each of the audio broadcast component, the digital data component, and the download audio data component is transmitted completely at least twice within a program period.

3-56. cancelled.

57. (currently amended) The transmitting apparatus of claim 1, wherein said audio digital data has a first sound quality and the download audio data ~~has a second~~ has a second sound quality ~~this~~ that is of superior quality to the first sound quality.

58. (currently amended) The transmitting method of claim 1, wherein said audio digital data has a first sound quality and the download audio data ~~has a second~~ has a second sound quality ~~this~~ that is of superior quality to the first sound quality.